

plano profile

THE MAGAZINE OF GOOD LIVING IN AND AROUND PLANO

PUBLICATION DEADLINES

MONTH	CLOSING DATE	MAIL DATE	MONTH	CLOSING DATE	MAIL DATE
January	Wed. 11/30/11	Tues. 12/27/11	July	Thurs. 5/31/12	Wed. 6/27/12
February	Fri. 12/30/11	Fri. 1/27/12	August	Fri. 6/29/12	Fri. 7/27/12
March	Tues. 1/31/12	Fri. 2/24/12	September	Tues. 7/31/12	Mon. 8/27/12
April	Wed. 2/29/12	Tues. 3/27/12	October	Fri. 8/31/12	Wed. 9/26/12
May	Fri. 3/30/12	Fri. 4/27/12	November	Fri. 9/28/12	Fri. 10/26/12
June	Mon. 4/30/12	Fri. 5/25/12	December	Wed. 10/31/12	Tues. 11/27/12

SPECS

MECHANICAL REQUIREMENTS

Plano Profile is printed web offset/heatset on 40 lb. coated stock; covers are printed on 80 lb. coated stock. Supplied material should be submitted digitally using one of the following:

- ▶ E-MAIL: E-mail ad to your account executive. A faxed copy of the original is required. Our server will accept files only under 6 megabytes by e-mail.
- ▶ FTP: Contact your sales representative for details.
- ▶ CD-ROM

SECOND COLORS: PMS colors will be printed with four-color process, so please specify as CMYK. No PMS matches are available.

FOUR COLOR: All images should be CMYK. A color proof should accompany disk; without a proof, *Plano Profile* is not responsible for the contents of the ad. 300 dpi is recommended. All ads must come on disk per the specifications outlined below.

Ads created in any PC-based word processing program (Microsoft Word, Microsoft Publisher, Power Point, etc.) cannot be accepted.

COMPUTER FILE SPECIFICATIONS: We support the following Adobe Macintosh software file formats: InDesign, Illustrator, Photoshop. A Hi-Resolution (300dpi) PDF file will also be accepted. All PDF files are converted to TIF files in PhotoShop.

